



# NEW HORIZON COLLEGE

Affiliated to Bangalore University, Recognized by Govt. of Karnataka

The Trust is a Recipient of Prestigious Rajyotsava State Award 2012 Conferred by the Government of Karnataka  
Ring Road, Bellandur (post), Near Marathahalli, Bengaluru-560103

Presented by  
IQAC

3rd One Day  
National Conference  
On

# TRENDS

**T**RANSCENDING THE **R**EALMS TO **E**NRICH THE  
**N**ATION'S **D**EVELOPMENTAL **S**TRATEGIES

-Future Prospects

28th April 2018

Venue: Shaheed Hemu Kalani Block,  
New Horizon College, Marathalli  
Bangalore

## **ABOUT NHEI**

NEW HORIZON EDUCATIONAL INSTITUTIONS (NHEI) established in 1970, is one of the premier educational institutions located in Bangalore, the IT capital of India with seven high performing institutions under its banner. NHEI has an imposing history of imparting holistic education and constantly striving towards the fulfilment of its motto 'In Pursuit of Excellence'. Dedicated towards creditable performance, committed training, honing of skills, manifestations of talents, nurturing of character and development of a holistic personality, it has left an indomitable mark in the history of education.

## **ABOUT NHC-M**

NEW HORIZON COLLEGE, MARATHALLI (NHC-M), affiliated to Bangalore University, Karnataka under the banner of NHEI is devoted towards providing excellent education and overall grooming to aspiring leaders in the field of management studies. Its mission is to create world class professionals, competent at both national and international levels. Innovative teaching and learning methodologies, practical exposure to students and industry relevant research have been the cornerstones that have made NHC a premier institution. NHC is located in the IT corridor of Bangalore surrounded by MNCs and IT giants like Intel, Accenture, CapGemini, ARM, Symphony, Wipro, Nokia, JP Morgan and Cisco to name a few. The college offers Bachelor of Business Administration (BBA), Bachelor of Commerce (B.Com) and Bachelor of Computer Applications (BCA), all in 3 different streams such as Global / Professional / Executive.

## **ABOUT THE CONFERENCE**

Today, we are reflecting to acclimatise ourselves to adapt to the dynamic trends in our nation. With the radical change in today's economy, heaps of ideas are conceived to address new issues and challenges that the nation is witnessing in the globalised and digitalized market scenario. After a revamp of the nation's policies with reference to post demonetisation, budget, and tax structure, there is a spark leading to micro and macro level market change in the country. This conference is staged to discuss and introspect on the swing happening in the present scenario, by providing an insight into the latest strategic choices and innovative practices for the pragmatic modern India. The need of the hour is to sow our thoughts for a favourable change to scale with the developed countries. The aim of this conference is to attract scrupulous and salient research by encouraging participants, to contribute the highest standards of academic diligence, by addressing diverse challenges faced in the economy. Thus, the forum seeks to open ideas & thoughts to express the views of experts from various streams who include corporate personnel, industrialists, academicians, research scholars & budding students to share & gain knowledge about the government strategies towards sustainable growth for our country.

## **OBJECTIVES OF THE CONFERENCE**

- To discuss on the strategies formulated for the upliftment of our nation
- To articulate on promoting the sustainable development policies
- To explore interconnected issues arising out of evolving social & technological trends
- To forecast the future prospects with the current policies for a progressive nation
- To encapsulate the adaptability of the trends with the present scenario

## CONFERENCE SUB-THEMES

Papers are invited on the following sub themes.

- Guerrilla Marketing-Marketing the market
- Gamification - Value recognition
- Gig Economy-Redefining the workplace
- People Analytics-Managing people at work
- Forensic Accounting-Tools for investigation
- Digital Wallet-Go cashless economy
- Foreign Fund Flow- Pathway for developing economy
- Pocket Budget - The impact on economy
- Financial Inclusion - Economic growth
- GST-The Tax Structure
- JINI Technology-Secured Networking Services
- Bio Chip- Higher Throughput
- Robotics & Automation- Artificial Intelligence
- Big Data-Visualisation : Predictive analysis
- Any other related topics relevant to the theme.

## PARTICIPANTS

Academics, Research Scholars, Students, Industry Professionals.

## PUBLICATION

Conference paper proceedings will be published with ISBN, subjected to peer review and selected papers will be published in multi disciplinary journal with ISSN.

## AWARD

The best research paper will be awarded **cash prize & certificate.**

## **GUIDELINES FOR PAPER SUBMISSION**

- Times New Roman, Font size 12, Heading 14, 1.5 line spacing.
- Abstract should be of maximum 300 words with 5-7 key words.
- Authors/Co-authors name, designation, institution, e-mail address and telephone number should be provided below the title of the paper.
- A maximum of 2 co-authors may be part of one research paper.
- The paper should be based on original research work not yet published, not exceeding 10 pages.
- APA format must be followed.
- Abstract / Full Papers must be sent to [conferencenhcm@newhorizonindia.edu](mailto:conferencenhcm@newhorizonindia.edu) or [eventsnhc@gmail.com](mailto:eventsnhc@gmail.com)
- Payment should be made by DD in favour of PRINCIPAL, NEW HORIZON COLLEGE payable at Bangalore or to the bank account on or before 7th April, 2018.
- The account details for online payment:  
Account Number: 484700067  
IFSC Code: IDIB000N112  
Name of the Branch: INDIAN BANK, NHCE Branch
- Please share your payment details to the organising committee.
- OOD facility is available for all faculty members.

## **IMPORTANT DATES**

Abstract Submission	: 8th March, 2018
Intimation of Acceptance	: 10 th March, 2018
Full Paper Submission	: 3rd April, 2018
Intimation of Acceptance	: 5th April, 2018
Last Date of Payment	: 7th April, 2018
Intimation on accommodation	: 17th April, 2018
Date of Conference	: 28th April, 2018

## REGISTRATION FEE DETAILS

Category	Participation & Publication Fee	Participation Fee
Students (UG/PG)	Rs.400	Rs.200
Research Scholars	Rs.600	Rs.300
Academicians	Rs.800	Rs.400
Industry Professionals	Rs.1000	Rs.500

\*Note:

Registration fees include Conference Kit, Lunch & Refreshments.

Spot Registrations for participants is available.

Co-authors should register separately.

### **PATRONS**

Dr. R. Bodhisatvan-Principal, NHCM

Ms. Prasanna Prakash-IQAC Co-ordinator, NHCM

### **ADVISORY COMMITTEE**

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**For further Details Contact**

### **Conference Convenor**

Ms. Lincy Joykutty-(+91) 7022383420

## ORGANISING TEAM

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New Horizon College  
Ring Road, Bellandur Post,  
Near Marathalli  
Bangalore-560103

## PROGRAM SCHEDULE

8.30 AM - 9.30 AM Registration

9.30 AM - 10 AM Invocation, Welcome, Lighting the lamp

10:AM - 11:30 AM Key note address

11:30 - 11:45 Tea break

11:45 - 1 PM Technical Session

1 PM - 2 PM Lunch

2 PM - 3:30 PM Paper Presentation

3:30 PM - 4:30 PM Valedictory & Certificate distribution